## **CLAIMS**

1. A visual processing device comprising:

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parameter output unit operable to output a luminance adjustment parameter based on a parameter expressing the ambient light; and

transformation unit operable to transform a luminance of a target pixel based on the luminance adjustment parameter that is output by the parameter output unit, a luminance of the target pixel to be subjected to visual processing, and a luminance of surrounding pixels positioned in an area around the target pixel.

2. The visual processing device according to claim 1,

wherein the parameter output unit operable to output the luminance adjustment parameter based on the parameter expressing the ambient light and an outside parameter that is input from an outside portion.

3. The visual processing device according to claim 1,

wherein the operation of the parameter output unit is switched according to a switch signal, between a first mode of outputting the luminance adjustment parameter based on the parameter expressing the ambient light and a second mode of outputting the luminance adjustment parameter based on the parameter expressing the ambient light and an outside parameter that is input from an outside portion.

4. The visual processing device according to claim 1,

wherein the transformation unit performs a computation for enhancing a difference or a ratio between the luminance of the target pixel and the luminance of the surrounding pixel.

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5. The visual processing device according to claim 1, further comprising:

a time change adjustment portion for controlling the change over time in the parameter expressing the ambient light or the luminance adjustment parameter.

6. A visual processing method comprising the steps of:

outputting a luminance adjustment parameter based on a parameter expressing the ambient light; and

transforming a luminance of a target pixel based on the luminance adjustment parameter that is output through the output step, a luminance of the target pixel to be subjected to visual processing, and a luminance of surrounding pixels positioned in an area around the target pixel.

7. A program that causes a computer to perform a visual processing method,

wherein the visual processing method comprises the steps of:

outputting a luminance adjustment parameter based on a parameter expressing the ambient light; and

transforming a luminance of a target pixel based on the luminance adjustment parameter that is output through the output step, a luminance of the target pixel to be subjected to visual processing, and a luminance of surrounding pixels positioned in an area around the target pixel.

8. A semiconductor device comprising:

a parameter output portion that outputs a luminance adjustment parameter based on a parameter expressing the ambient light; and

a transformation portion that transforms a luminance of a target pixel based on the luminance adjustment parameter that is output by the parameter output portion, a luminance of the target pixel to be subjected to visual processing, and a luminance of surrounding pixels positioned in an area around the target pixel.

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